THE GALLAGHER REPORT®

230 PARK AVENUE, NEW YORK, N.Y. 10017 (212) 661-5000

A Confidential Letter to Marketing, Sales, Advertising and Media Executives

Supplement to January 29, 1979.
Volume XXVII, Number 5.

CONSUMER MAGAZINE ADVERTISING SCORECARD

1978 POS.	1977 POS.	MAGAZINE	ADVERTISING PAGES YEAR 1978	YEAR 1977	% INC. or DEC.
1	1	BUSINESS WEEK	4,929	4,464	+ 10.4%
2	2	NEW YORKER	4,060	3,820	+ 6.3
3	3	TV GUIDE	3,302	3,372	- 3.9
4	4	NEWSWEEK	3,323	3,130	+ 6.2
5	6	PEOPLE	3,172	2,720	+ 17.0
6	5	TIME	3,167	2,991	- 7.3
7	7	SPORTS ILLUSTRATED	2,388	2,710	- 6.6
8	11	NEW YORK	2,441	1,984	+ 23.0
9	10	LOS ANGELES	2,412	2,048	- 17.8
10	13	VOGUE	2,174	1,758	+ 23.7
11	9	FORBES	2,171	2,103	+ 3.2
12	8	YACHTING	2,143	2,152	- 0.4
13	12	COSMOPOLITAN	2,141	1,892	+ 13.2
14	23	FORTUNE	2,128++	1,627++	+ 30.8
15	16	GOOD HOUSEKEEPING	2,069	1,764	+ 16.0
16	14	U.S. NEWS & WORLD REPORT	1,982	1,840	+ 7.7
17	15	GLAMOUR	1,964	1,846	+ 6.4
18	25	POPULAR PHOTOGRAPHY	1,896	1,820	+ 4.2
19	19	PHILADELPHIA	1,837	1,753	+ 4.8
20	17	BETTER HOMES & GARDENS	1,801	1,760	+ 2.3
21	21	SUNSET	1,784	1,718	+ 3.8
22	20	WOMAN'S DAY	1,723	1,732	- 0.5
23	25	FAMILY CIRCLE	1,705	1,584	+ 7.6
24	28	INDUSTRY WEEK	1,661	1,527	+ 8.8
25	22	SAIL	1,593	1,636	- 2.7
26	29	SOUTHERN LIVING	1,590	1,434	+ 7.4
27	26	McCALL'S	1,546	1,579	- 1.8
28	24	REDBOOK	1,520	1,608	- 5.5
29	37	READER'S DIGEST	1,502	1,685	+ 16.9
30	27	MODERN PHOTOGRAPHY	1,494	1,569	- 4.8
31	35	MADEMOISELLE	1,457	1,327	+ 9.8
32	31	LADIES' HOME JOURNAL	1,409	1,397	+ 0.9
33	30	NATIONAL ENQUIRER	1,404*	1,404*	0.0
34	32	POPULAR MECHANICS	1,403	1,346	+ 4.2
35	36	NEW WEST	1,399	1,302	+ 7.5
36	43	TEXAS MONTHLY	1,388	1,193	+ 16.3
37	44	PLAYBOY	1,341	1,153	+ 16.3
38	33	SEVENTEEN	1,332	1,337	- 0.4
39	38	HOUSE & GARDEN	1,311	1,269	+ 3.3
40	34	BOATING	1,292	1,333	- 3.2
41	39	POPULAR SCIENCE	1,259	1,268	- 0.7
42	42	MOTOR SPORTS	1,238	1,211	+ 2.2
43	40	BOATING WORLD	1,238	1,250	- 1.0
44	45	CAR AND DRIVER	1,155	1,124	+ 2.8
45	46	[illegible] TEAM	1,152	1,085	+ 6.2
46	42	[illegible]	1,122	1,211	- 7.3
47	49	[illegible] BEAUTIFUL	1,118	1,050	+ 6.0
48	53	TOWN & COUNTRY	1,107	933	+ 18.6
49	51	[illegible]	1,073	984	+ 9.0
50	48	NEW YORK ILLUSTRATED	1,067	1,069	- 0.2
51	52	ROAD & TRACK	1,066	936	+ 13.9
52	47	[illegible]	1,050	1,079	- 2.7
53	57	AR[illegible]AL DIGEST	1,044	856	+ 22.6
54	56	GOLF DIGEST	1,020	884	+ 15.4
55	55	STEREO REVIEW	995	900	+ 10.6
56	66	CYCLE	949	773	+ 22.8
57	64	DUN'S REVIEW	938	792	+ 18.4
58	60	ESQUIRE	926@@	802@@	+ 15.5
59	65	SCIENTIFIC AMERICAN	922	791	+ 16.6
60	75	TRAVEL & LEISURE	920	710	+ 29.6
61	62	HARPER'S BAZAAR	859	796	+ 7.9
62	68	CBS	852	766	+ 11.2
63	61	PSYCHOLOGY TODAY	845	800	+ 5.6
64	70	GENTLEMEN'S QUARTERLY	838	745	+ 12.5
65	58	STAR	832+	831+	+ 0.1
66	79	ESSENCE	829	682	+ 21.6
67	54	TENNIS	828	908	- 8.8
68	63	MONEY	822	794	+ 3.5
69	59	HIGH FIDELITY	821	818	+ 0.4
70	74	PENTHOUSE	821	731	+ 12.3
71	77	CAR & DRIVER	801	689	+ 16.3
72	71	SMITHSONIAN	788	743	+ 6.1
73	50	SPORTS AFIELD	782	986	- 20.7
74	73	GOLF	737	717	+ 2.8
75	69	SKIING	731	766	- 4.6
76	84	CYCLE WORLD	726	624	+ 16.3
77	78	POPULAR ELECTRONICS	725	735	- 1.4
78	72	PHOTOGRAPHIC (PSTERSEN'S)	695	735	- 5.4
79	67	BON APPETIT	656	349	+ 88.0
80	81	GOURMET	646	646	0.0
81	86	HOT ROD	637	622	+ 2.4
82	100	US	631**	307**	+105.5
83	87	FLYING	627	767	- 18.2
84	97	NEW TIMES#	616	568	+ 8.5
85	80	GUNS & AMMO	597	654	- 8.7
86	83	SKI	597	625	- 4.5
87	82	MOTOR TREND	552	586	- 5.4
88	76	WORLD TENNIS	532	662	- 19.1
89	91	PARENTS'	561	486	+ 15.4
90	85	TRUE STORY	553	624	- 11.4
91	89	TEEN	540	515	+ 4.9
92	90	SATURDAY REVIEW	531	504	+ 5.4
93	93	APARTMENT LIFE	527	436	+ 20.9
94	88	SPORT	519	532	- 2.4
95	95	NATION'S BUSINESS	509	399	+ 27.6
96	92	GRIT	505	441	+ 14.5
97	94	BLACK ENTERPRISE	472	410	+ 14.9
98	96	MS	467	365	+ 27.9
99	99	BOOK DIGEST	414	343	+ 20.7
100	97	NATIONAL GEOGRAPHIC	403	364	+ 10.7

++ Changed frequency Jan. 1, 1978 from 12 to 26 times a year.
* Advertising limited to 27 pages per issue.
@@ Changed frequency Feb. 14, 1978 from 12 to 26 times a year.
+ Advertising limited to 16 pages per issue.
** Began publication May 3, 1977. 18 issues published in 1977; 26 in 1978.
# Ceased publication with Jan. 8, 1979 issue.

© 1979 The Gallagher Report Inc. All rights reserved. Material may not be reproduced in any form without written permission.

2040698275

Source: https://www.industrydocuments.ucsf.edu/docs/hlfm0004

CONSUMER MAGAZINE ADVERTISING SCOREBOARD

1978 POS.	1977 POS.	MAGAZINE	ADVERTISING DOLLARS YEAR 1978	YEAR 1977	% INC. or DEC.
1	2	TIME	$ 199,349,674	$ 165,838,685	+ 20.2%
2	1	TV GUIDE	194,311,297	176,207,311	+ 10.3
3	3	NEWSWEEK	149,397,307	125,725,919	+ 18.8
4	4	SPORTS ILLUSTRATED	112,975,259	94,895,467	+ 19.1
5	6	BUSINESS WEEK	103,113,271	82,692,548	+ 24.7
6	5	READER'S DIGEST	99,050,110	85,875,560	+ 15.1
7	8	WOMAN'S DAY	85,833,496	75,[illegible]39	+ 13.4
8	7	BETTER HOMES & GARDENS	82,681,501	7[illegible]54	+ 15.8
9	9	FAMILY CIRCLE	83,260,224	68[illegible]65	+ 22.2
10	10	GOOD HOUSEKEEPING	77,735,248	6[illegible]	+ 28.8
11	11	McCALL'S	68,729,779	5[illegible]	+ 14.6
12	16	PEOPLE	65[illegible]28	4[illegible]5	+ 59.6
13	12	U.S. NEWS & WORLD REPORT	59[illegible]380	48[illegible]3	+ 21.5
14	14	LADIES' HOME JOURNAL	52,772[illegible]	45[illegible]	+ 15.6
15	13	PLAYBOY	52,[illegible]	46,158,[illegible]	+ 14.[illegible]
16	15	REDBOOK	[illegible]	4[illegible]95,169	+ 3.1
17	19	FORTUNE	42,[illegible]++	29,33[illegible]++	+ 48.7
18	18	COSMOPOLITAN	[illegible]	31,1[illegible]	+ 29.8
19	17	NEW YORKER	[illegible]	31,4[illegible]	+ 15.5
20	20	FORBES	[illegible]	25,4[illegible]	+ 16.5
21	21	GLAMOUR	[illegible]	2[illegible]37,615	+ 19.9
22	22	NATIONAL GEOGRAPHIC	29,[illegible]	2[illegible]	+ 18.8
23	27	SOUTHERN LIVING	25,[illegible]	18,[illegible]	+ 37.6
24	23	SUNSET	[illegible]	[illegible]36[illegible]	+ 16.8
25	25	PENTHOUSE	[illegible]	[illegible]335,345	+ 17.6
26	30	VOGUE	[illegible]	[illegible]40,859	+ 35.4
27	26	POPULAR PHOTOGRAPHY	[illegible]	[illegible]373,000	+ 18.2
28	28	HOUSE & GARDEN	[illegible]56	[illegible]106	+ 15.9
29	24	NATIONAL ENQUIRER	20,150,000*	20,1[illegible]*	+ 0.2
30	32	FIELD & STREAM	18,764,000	15,661,6[illegible]	+ 20.7
31	32	EBONY	17,145,259	1[illegible]057	+ 11.6
32	29	SEVENTEEN	17,132,185	16,2[illegible]	+ 5.5
33	35	POPULAR MECHANICS	[illegible]	1[illegible]	+ 19.1
34	35	POPULAR SCIENCE	[illegible]	1[illegible]	+ 15.9
35	36	NEW YORK	[illegible]	1[illegible]10	+ 24.6
36	34	OUTDOOR LIFE	15,[illegible]668	1[illegible]9	+ 9.3
37	42	GOLF DIGEST	13,[illegible]	10,[illegible]4	+ 29.1
38	38	PSYCHOLOGY TODAY	13,[illegible]	11,8[illegible]159	+ 17.9
39	37	HOUSE BEAUTIFUL	13,[illegible]	11,845,567	+ 15.1
40	39	SMITHSONIAN	13,[illegible]	11,523,[illegible]	+ 13.6
41	41	MECHANIX ILLUSTRATED	13,[illegible]000	11,038,000	+ 17.9
42	40	MADEMOISELLE	12,000,578	11,078,686	+ 16.2
43	43	ESQUIRE	12,592,791@@	10,231,349@@	+ 25.5
44	44	INDUSTRY WEEK	11,463,838	9,140,866	+ 25.4
45	45	STEREO REVIEW	11,255,000	8,[illegible]000	+ 28.4
46	50	SCIENTIFIC AMERICAN	10,540,105	7,[illegible]698	+ 34.7
47	47	CAR & DRIVER	10,295,000	8,[illegible]17,000	+ 22.3
48	46	MONEY	10,206,577	8,667,873	+ 17.8
49	52	TRAVEL & LEISURE	10,194,774	7,0[illegible]	+ 44.4
50	48	ROLLING STONE	10,037,630	8,2[illegible]	+ 22.3
51	49	MODERN PHOTOGRAPHY	9,611,117	8,1[illegible]	+ 17.4
52	53	GOLF	8,295,652	6,994,1[illegible]	+ 18.6
53	69	ARCHITECTURAL DIGEST	8,274,965	5,348,109	+ 54.7
54	54	MODERN BRIDE	8,16[illegible]	6,554,[illegible]	+ 17.4
55	57	PARENTS'	8,01[illegible]	6,365,[illegible]	+ 25.9
56	56	NEW WEST	7,994,[illegible]	[illegible]5,[illegible]	+ 20.5
57	58	ROAD & TRACK	7,[illegible]	[illegible],260,000	+ 26.2
58	51	MOTOR TREND	7,[illegible]	7,138,550	+ 10.1
59	68	NATION'S BUSINESS	7,71[illegible]	[illegible],405,819	+ 42.8
60	55	HARPER'S BAZAAR	7,54[illegible]	[illegible],690,910	+ 22.7
61	70	CYCLE	7,[illegible]	[illegible],133,000	+ 42.5
62	65	BRIDE'S	7,[illegible]	5,583,300	+ 25.3
63	84	STAR	6,[illegible]++	3,544,611+	+ 96.2
64	60	HOT ROD	6,[illegible]23	6,059,663	+ 12.2
65	67	HIGH FIDELITY	6,[illegible]522	5,430,300	+ 21.0
66	63	SPORT	6,[illegible]774	5,501,470	+ 11.2
67	64	TENNIS	6,[illegible]774	5,703,461	+ 13.4
68	61	SKIING	6,[illegible]20	6,050,200	+ 4.6
69	76	ESSENCE	6,[illegible]394	4,607,807	+ 34.2
70	59	GOURMET	6,1[illegible]	6,[illegible]385	+ 0.9
71	78	APARTMENT LIFE	6,0[illegible]	4[illegible]294	+ 23.5
72	89	BON APPETIT	5,[illegible]	1,[illegible]110	+193.7
73	80	FUN'S REVIEW	5,[illegible]	4,[illegible],222	+ 38.9
74	77	TOWN & COUNTRY	5,71[illegible]	4,541,188	+ 25.9
75	71	TRUE STORY	5,607,[illegible]	4[illegible]	+ 16.1
76	75	CUE NEW YORK	5,[illegible],595	4,[illegible]—	+ 9.3
77	78	SAIL	5,352,816	4,[illegible]	+ 3.0
78	65	FLYING	5,277,114	5,[illegible]	- 5.9
79	74	YACHTING	5,216,461	[illegible],664,975	+ 22.5
80	79	SKI	5,673,[illegible]	[illegible]651	+ 14.1
81	73	BOATING	4,[illegible]	[illegible].000	+ 3.7
82	86	LOS ANGELES	4,8[illegible]	[illegible]900	+ 43.4
83	81	'TEEN'	[illegible]	[illegible]674	+ 15.8
84	95	BOOK DIGEST	[illegible]	[illegible]350	+ 72.5
85	82	POPULAR ELECTRONICS	[illegible]	[illegible]	+ 14.4
86	100	US	[illegible]	[illegible]*	+205.4
87	83	GRIT	[illegible]	[illegible]	- 13.8
88	62	SPORTS AFIELD	4,[illegible]	[illegible]7[illegible]	- 29.0
89	92	TEXAS MONTHLY	4,[illegible]	[illegible][illegible]@	+ 37.3
90	88	BLACK ENTERPRISE	3,[illegible]	[illegible]5	+ 29.6
91	90	PHILADELPHIA	3,[illegible]	[illegible],558	+ 23.9
92	89	NEW TIMES#	3,6[illegible]	[illegible].046,400	+ 21.0
93	94	GENTLEMEN'S QUARTERLY	3,6[illegible]	[illegible]905,[illegible]	+ 25.6
94	87	SATURDAY REVIEW	3,[illegible]	[illegible]179,[illegible]	+ 11.0
95	98	CYCLE WORLD	2,[illegible]	[illegible],346,000	+ 44.4
96	91	PHOTOGRAPHIC (PETERSEN'S)	3,375,074	[illegible].014,268	+ 12.0
97	85	WORLD TENNIS	3,368,[illegible]	[illegible]476,000	- 3.1
98	96	MS	3,248,[illegible]	[illegible]387,414	+ 40.3
99	97	JET	3,[illegible]2	2,378,430@	+ 37.1
100	93	GUNS & AMMO	3,18[illegible]	2,927,302	+ 8.7

++ Changed frequency Jan. 1, 1978 from 18 to 26 times a year.
* Advertising limited to 27 pages per issue.
@@ Changed frequency Feb. 14, 1976 from 12 to 26 times a year.
+ Advertising limited to 16 pages per issue.
#+ Began publication May 3, 1977. 18 issues published in 1977; 26 in 1978.
@ GR estimate.
# Ceased publication with Jan. 8, 1979 issue.

THE GALLAGHER REPORT • Editor-in-chief: Bernard P. Gallagher. Editor: Cynthia A. Billings.
Managing Editor: Andrew R. Palumbo. News Editor: Thomas F. Delaney.

2040698276

Source: https://www.industrydocuments.ucsf.edu/docs/hlfm0004